

Replacement Sheet

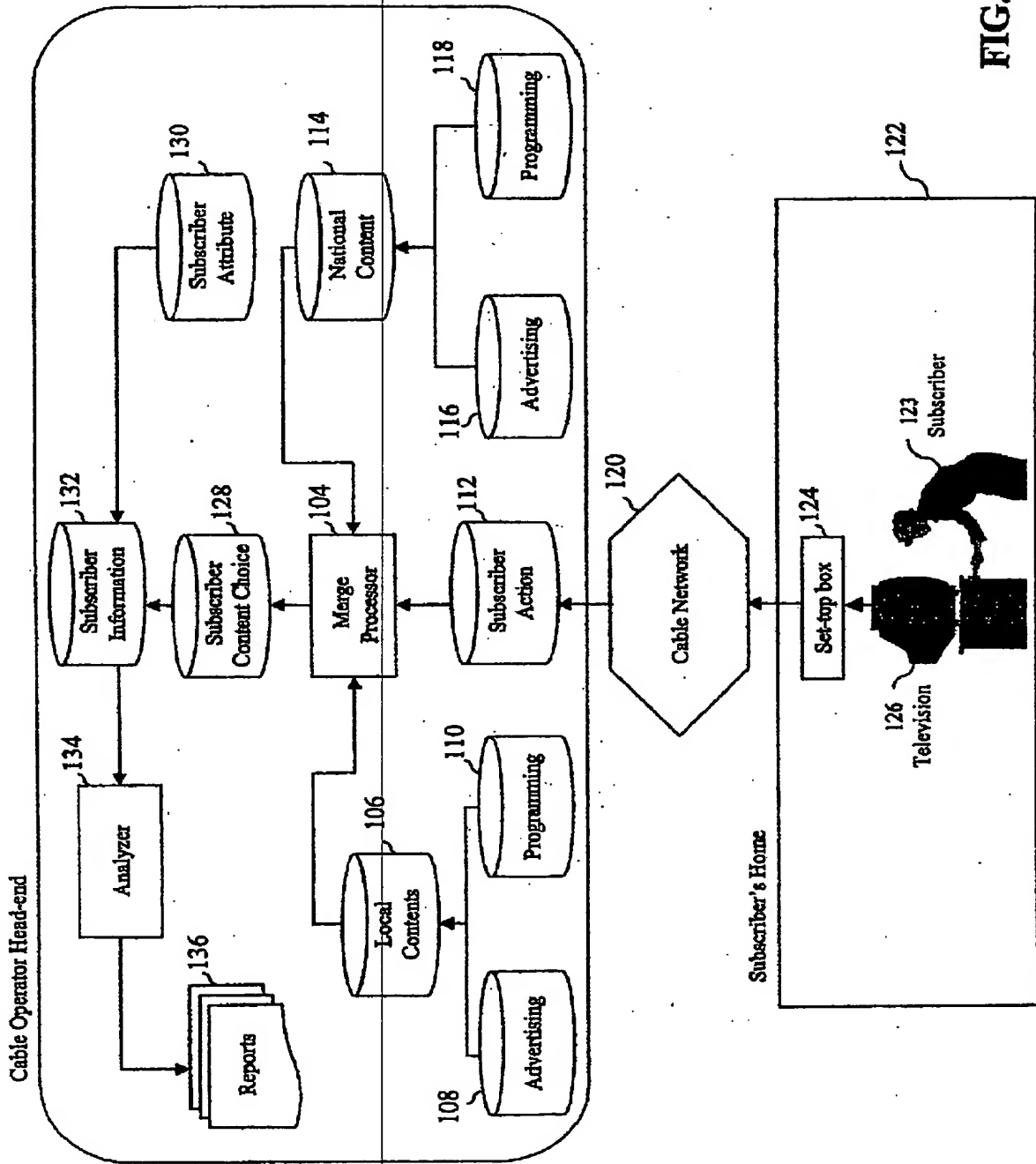


FIG. 1



Replacement Sheet

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Walters & Zimmerman, PLLC 757-645-3367

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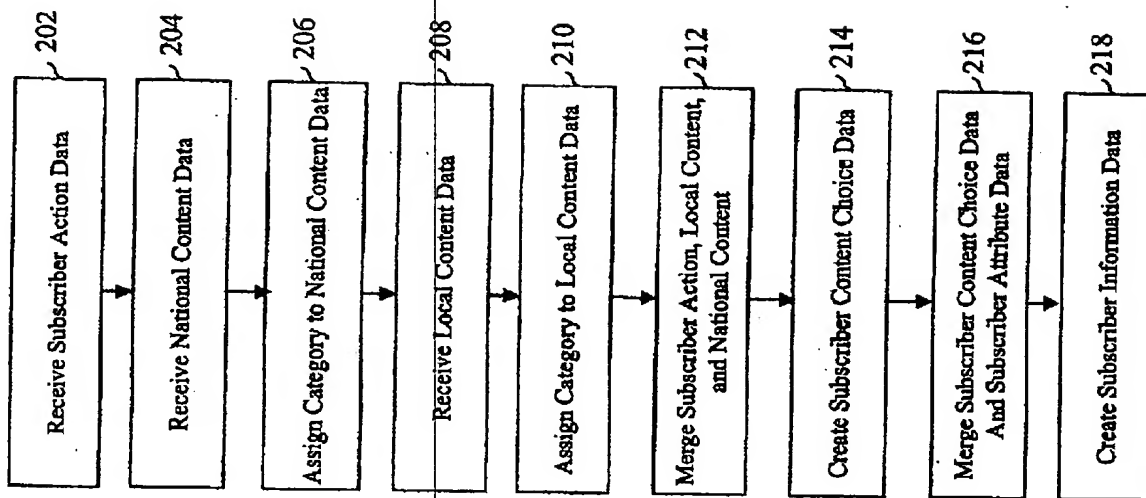
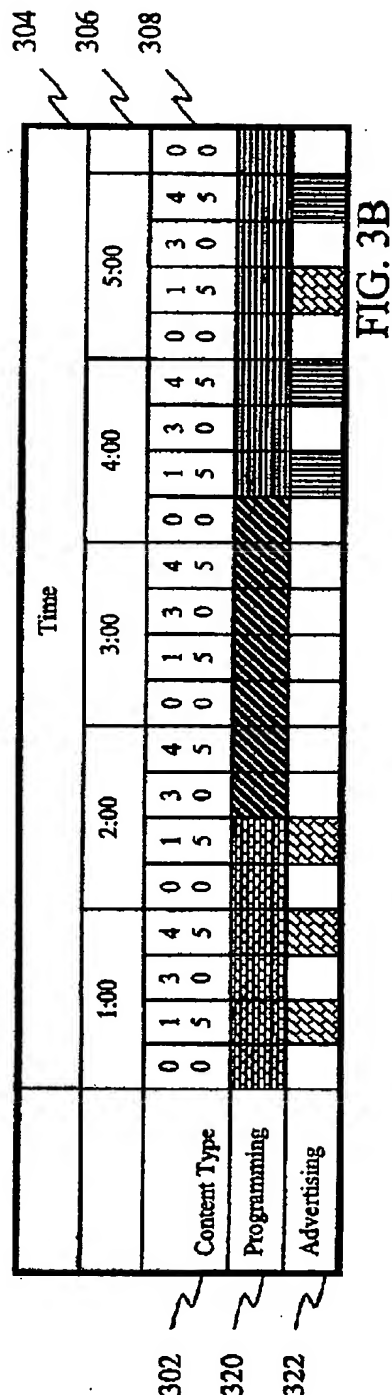
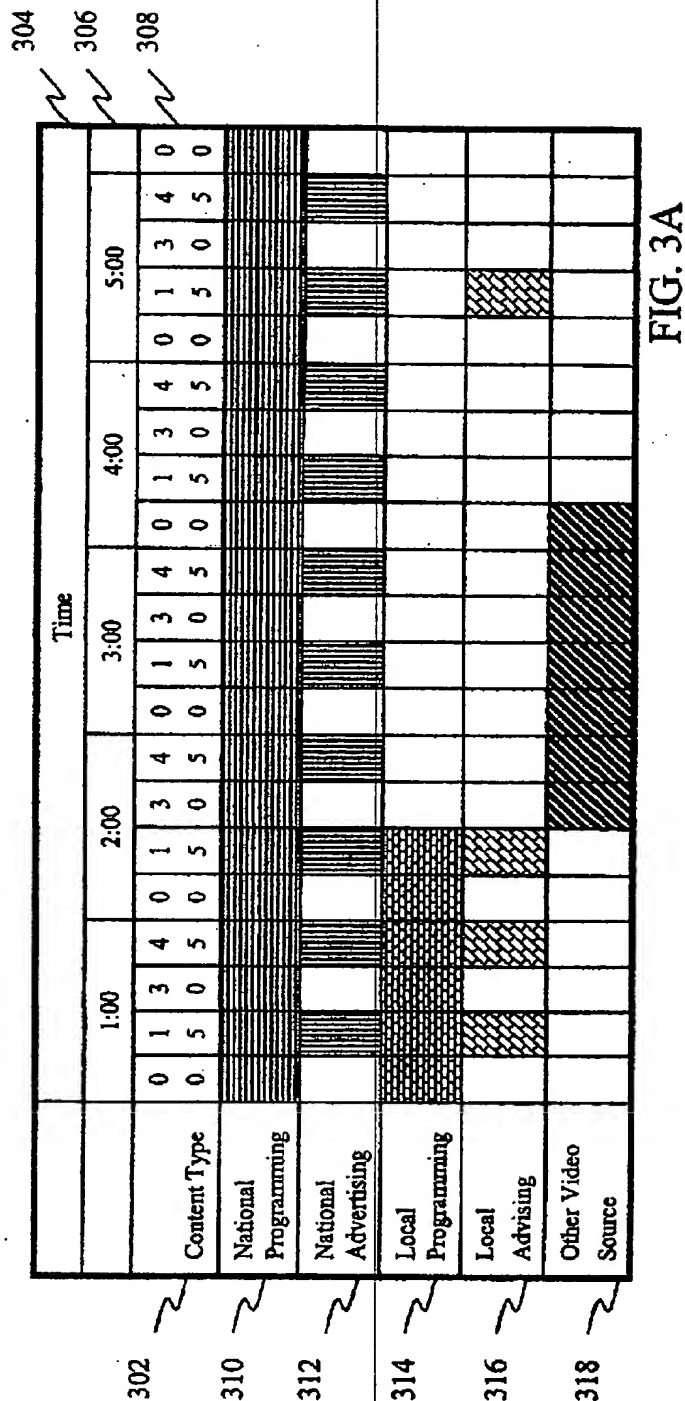


FIG. 2

Replacement Sheet



Replacement Sheet

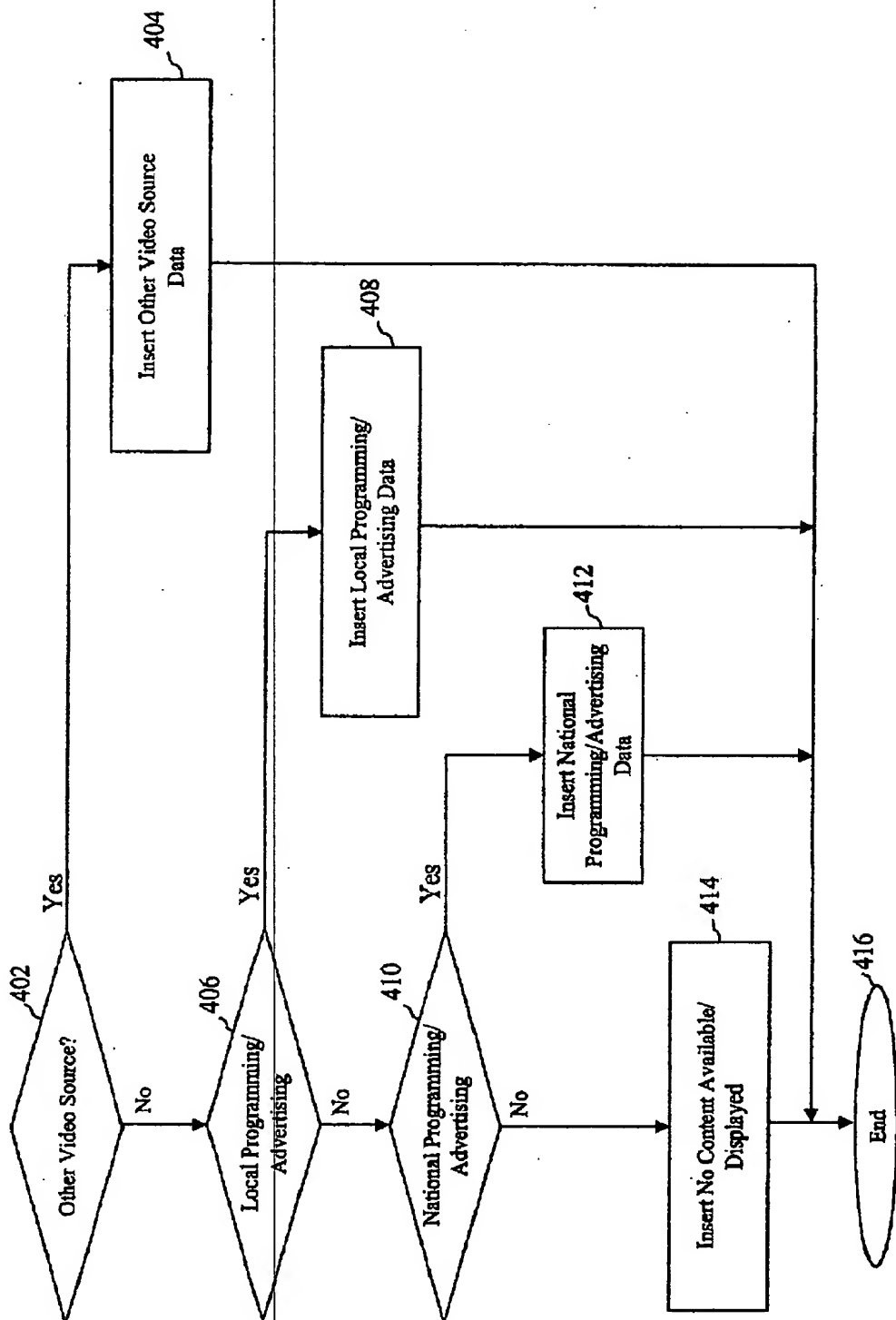


FIG. 4

Replacement Sheet

502		504	
Time		Content	
1:00	:00	NCAA Basketball	506
	:15	NCAA Basketball, Local News Ad, Sporting Goods Ad 1, Sporting Event Ad	
	:30	NCAA Basketball	
	:45	NCAA Basketball, Automobile Ad 1	
	:00	NCAA Basketball	
2:00	:15	NCAA Basketball, Sports Ad, Sports Drink Ad, Automobile Ad 2, PGA Golf Tournament	508
	:30	DVD Movie - Science Fiction	
	:45	DVD Movie - Science Fiction DVD Movie	
3:00	:00	DVD Movie - Science Fiction DVD Movie	
	:15	DVD Movie - Science Fiction DVD Movie	
	:30	DVD Movie - Science Fiction DVD Movie	
	:45	DVD Movie - Science Fiction DVD Movie	
	:00	DVD Movie - Science Fiction DVD Movie	
4:00	:15	NBA Basketball, Automobile Ad 3, Credit Card Ad 1, Airline Ad 1	510
	:30	NBA Basketball	
	:45	NBA Basketball, Tourism Ad 4, Restaurant Ad, Sporting Goods Ad 2	
	:00	NBA Basketball	
6:00	:15	NBA Basketball, Local Retailer Ad, Sporting Goods Ad 1	
	:30	NBA Basketball	
	:45	NBA Basketball, Airline Ad 1, Automobile Ad 4, Credit Card Ad 2	
	:00	NBA Basketball	

FIG. 5

Replacement Sheet

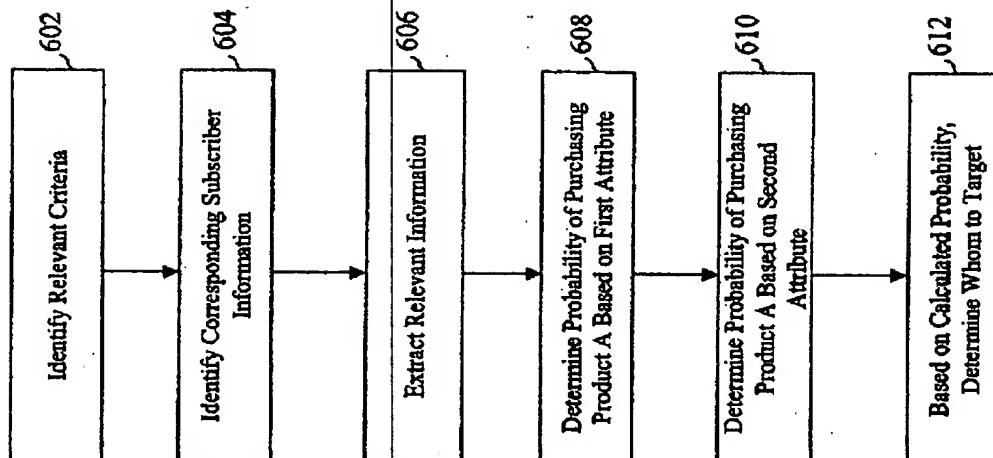


FIG. 6

Replacement Sheet

Subscriber Information Database Extract 702

Viewing Pattern 704	City 706	Purchased Product 708
Show 1	A	Yes
Show 2	A	Yes
Show 3	A	No
Show 1	B	Yes
Show 2	B	No
Show 3	B	No
Show 1	C	No
Show 2	C	Yes
Show 3	C	No

FIG. 7A

Probability of Purchasing Product A 710

Viewing History 712	Probability (%) 714
Show 1	66.7
Show 2	50.0
Show 3	0.0

FIG. 7B

Probability of Purchasing Product A 720

City 722	Probability (%) 724
A	66.7
B	33.3
C	33.3

FIG. 7C